

FIG. 1

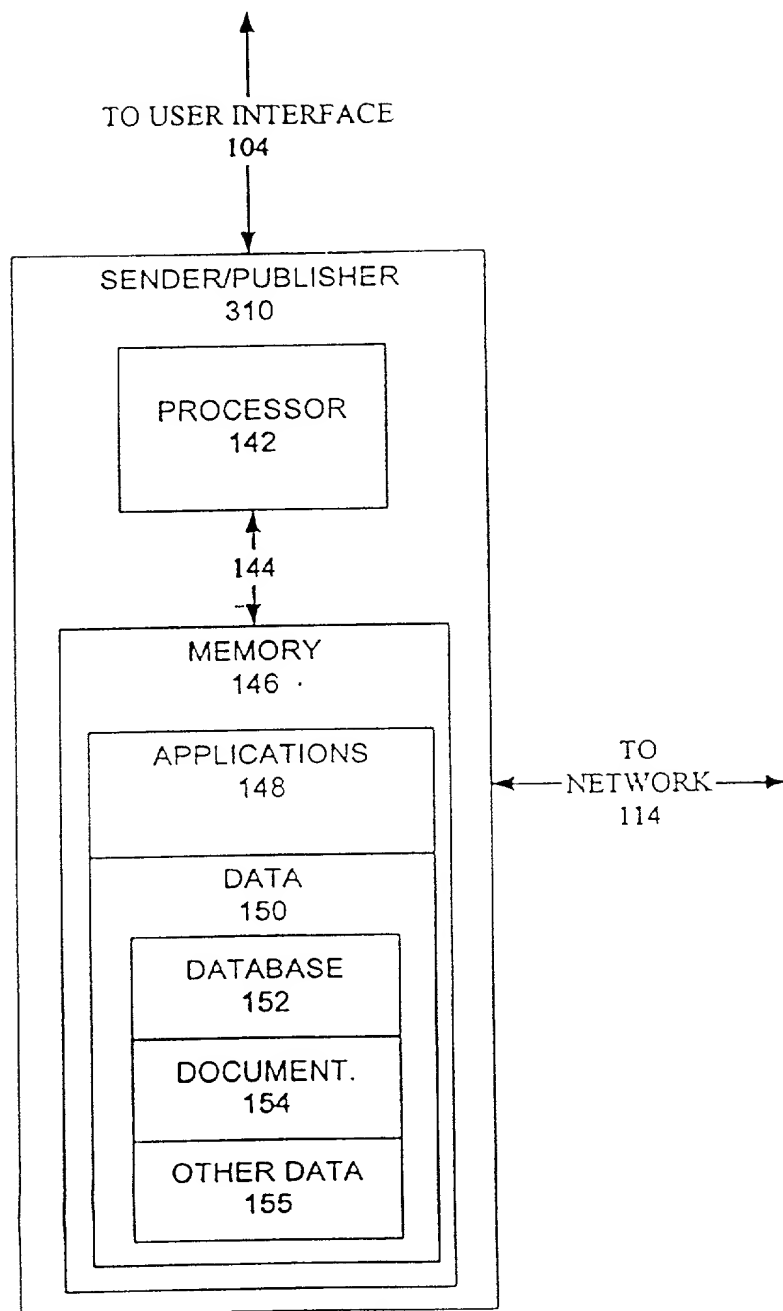


FIG. 2

TABLE 1

400	→	STORYTELLER ID = ECOUPON5
402	→	PRODUCT VIDEO = BOOKRETAILER.COM\PROMO24\ISBN12980.MPG
404	→	PRODUCT PICTURE100DPI = BOOKRETAILER.COM\PROMO24\ISBNL2980 100DPI.JPG
406	→	PRODUCT PICTURE200DPI = BOOKRETAILER.COM\PROMO24\ISBNL2980 200DPI.JPG
408	→	PRODUCT AUDIO ENGLISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 ENG.WAV
410	→	PRODUCT AUDIO SPANISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 SPAN.WAV
412	→	PRODUCT TEXT ENGLISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 ENG.WAV
414	→	PRODUCT TEXT MANDARIN = BOOKRETAILER.COM\PROMO24\ISBNL2980 SPAN.UNI
416	→	OFFER TEXT ENGLISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 OFFER ENG.TXT
418	→	OFFER TEXT SPANISH = BOOKRETAILER.COM\PROMO24\ISBNL2980 OFFER SPAN.TXT
420	→	PRODUCT SKU = 98374822
422	→	FULFILLMENT SERVER URL = BOOKRETAILER.COM\PROMO24\ISBNL2980 OFFER SPAN.TXT
424	→	FIRSTNAME = DAVE
426	→	EMAIL ADDRESS = DAVESAXBY@HOME.COM
428	→	CUSTOMER ID = 29604830
430	→	MASTER DATABASE ID = BOOKRETAILER ECOUPON PROMOTION 24

FIG. 3

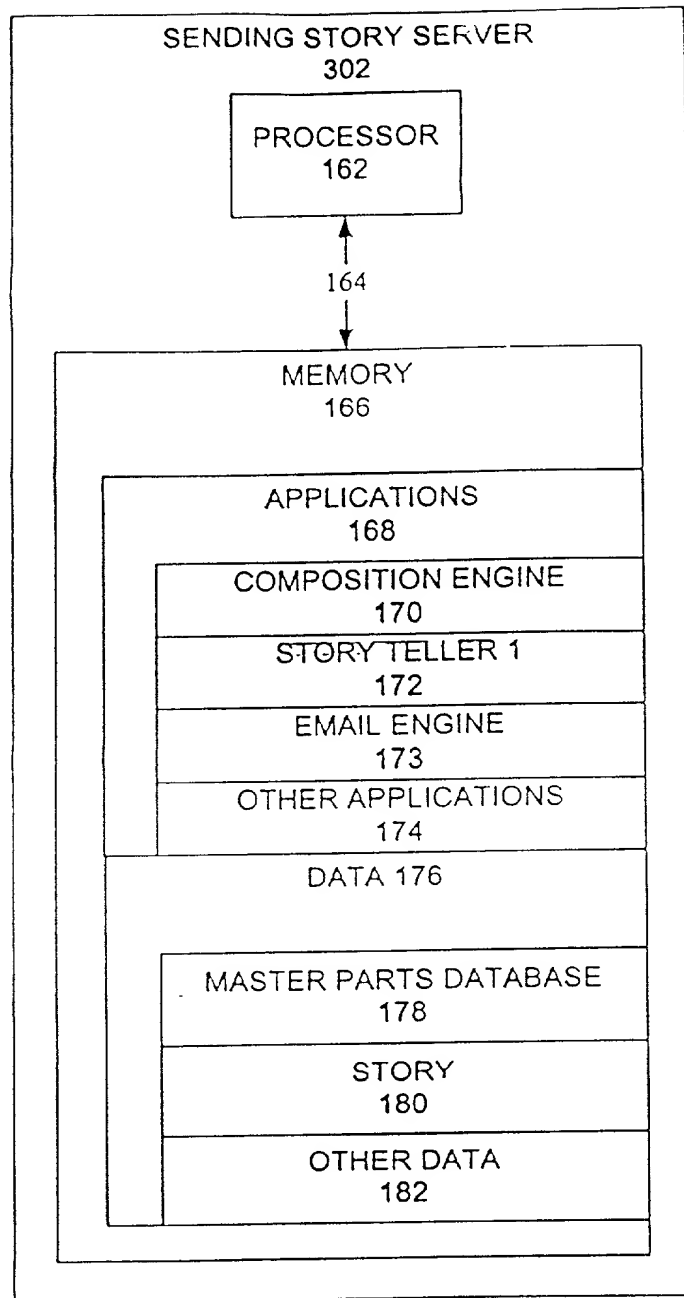


FIG. 4

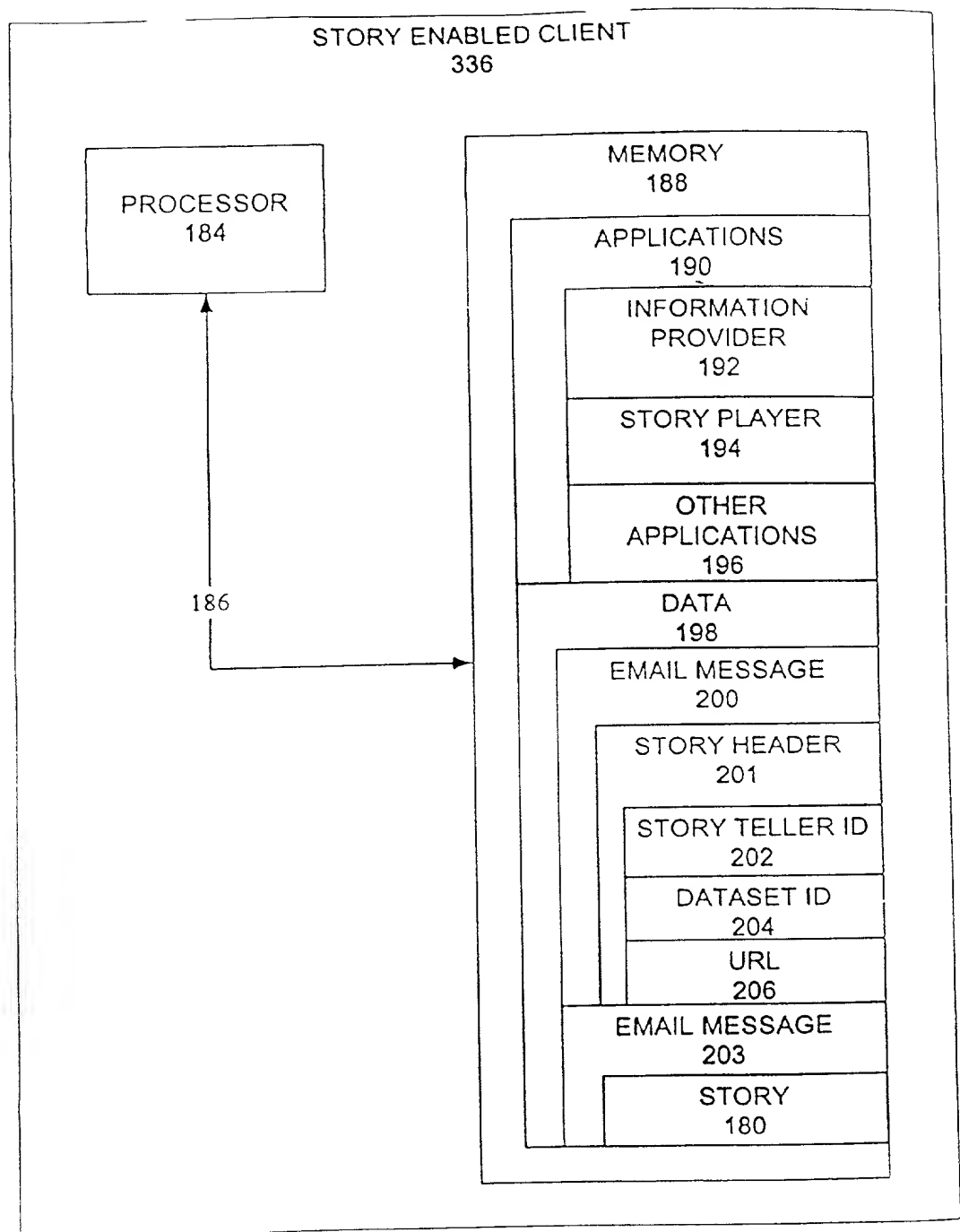


FIG. 5

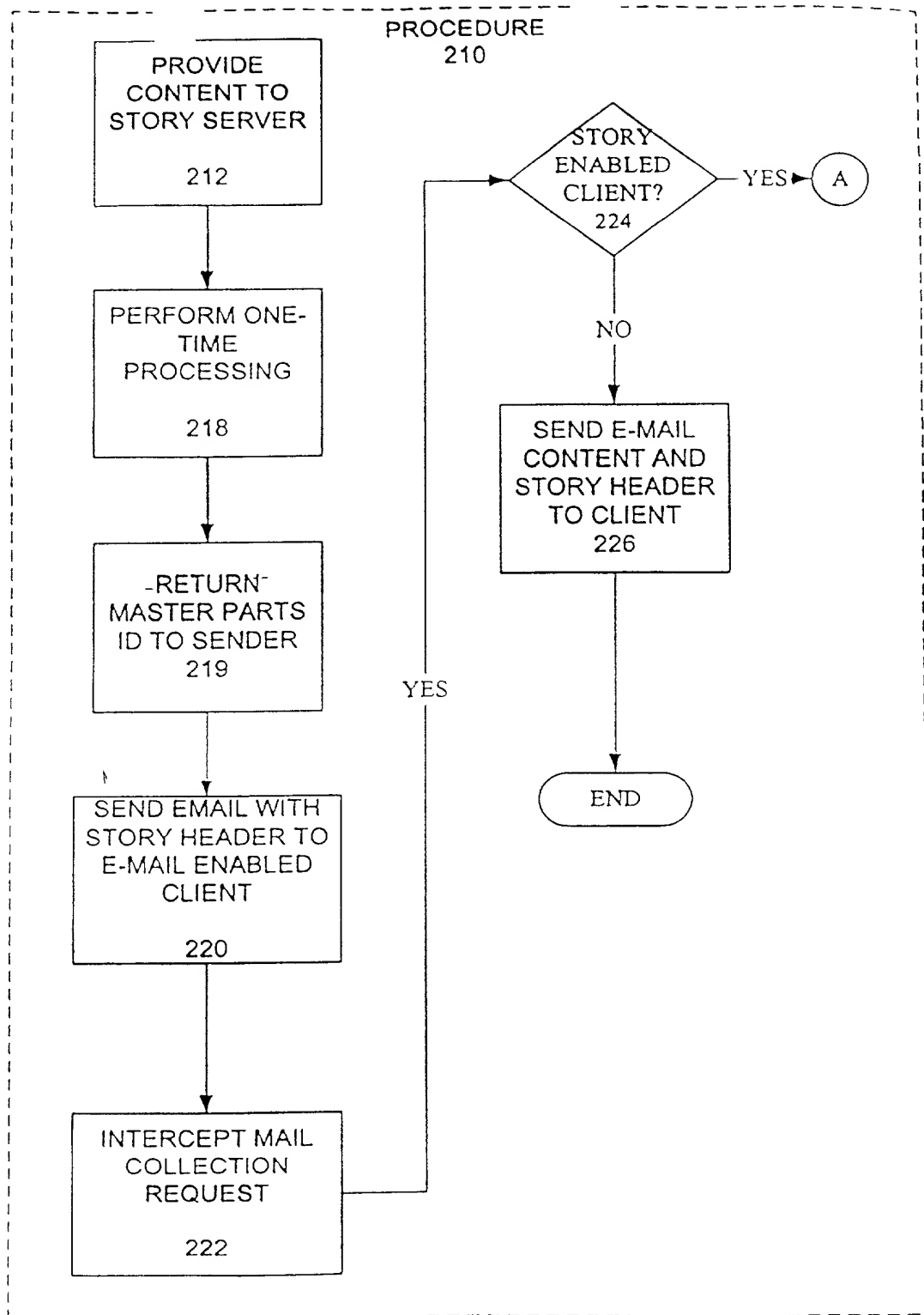


FIG. 6

PROCEDURE
210

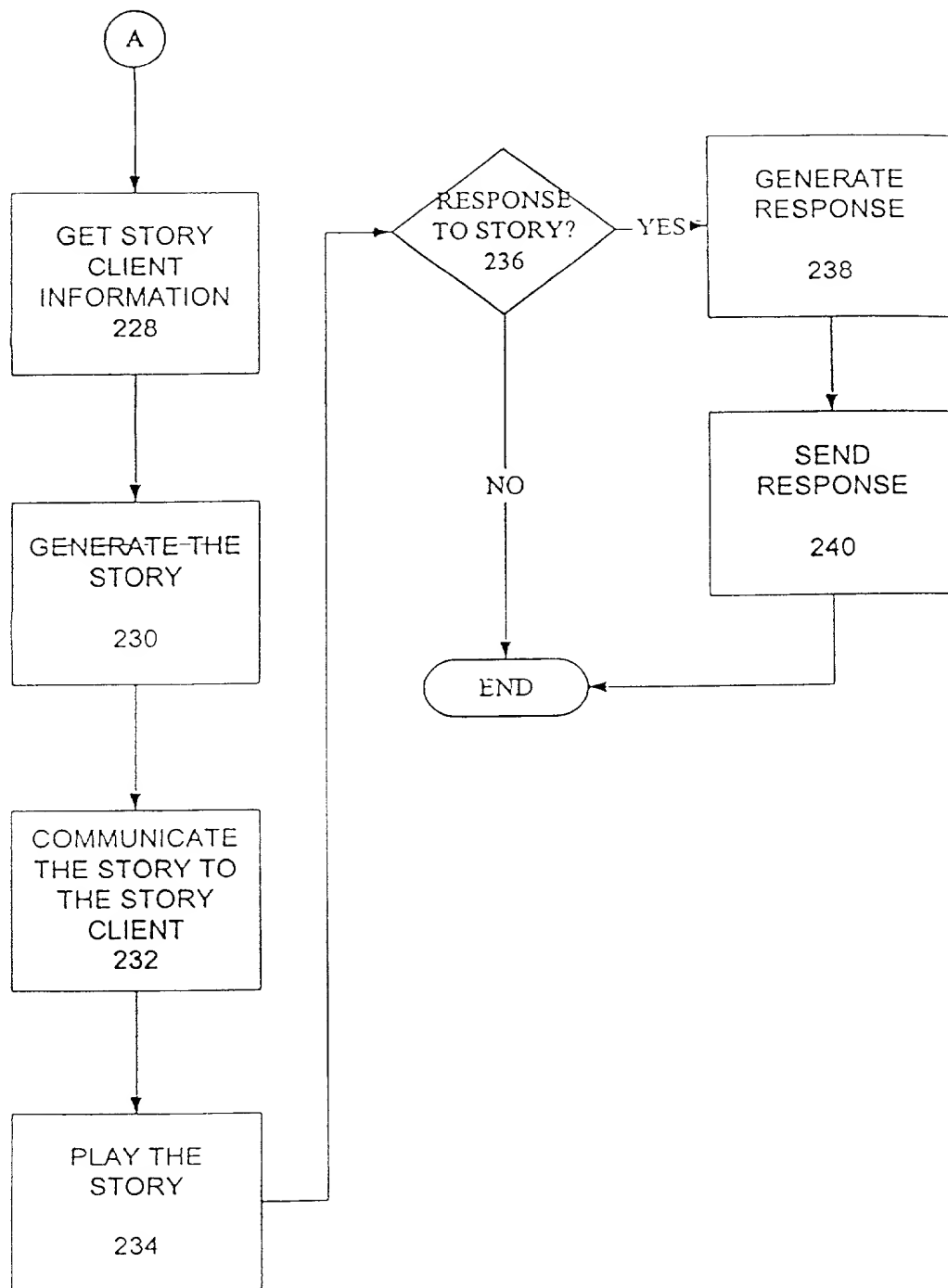


FIG. 7

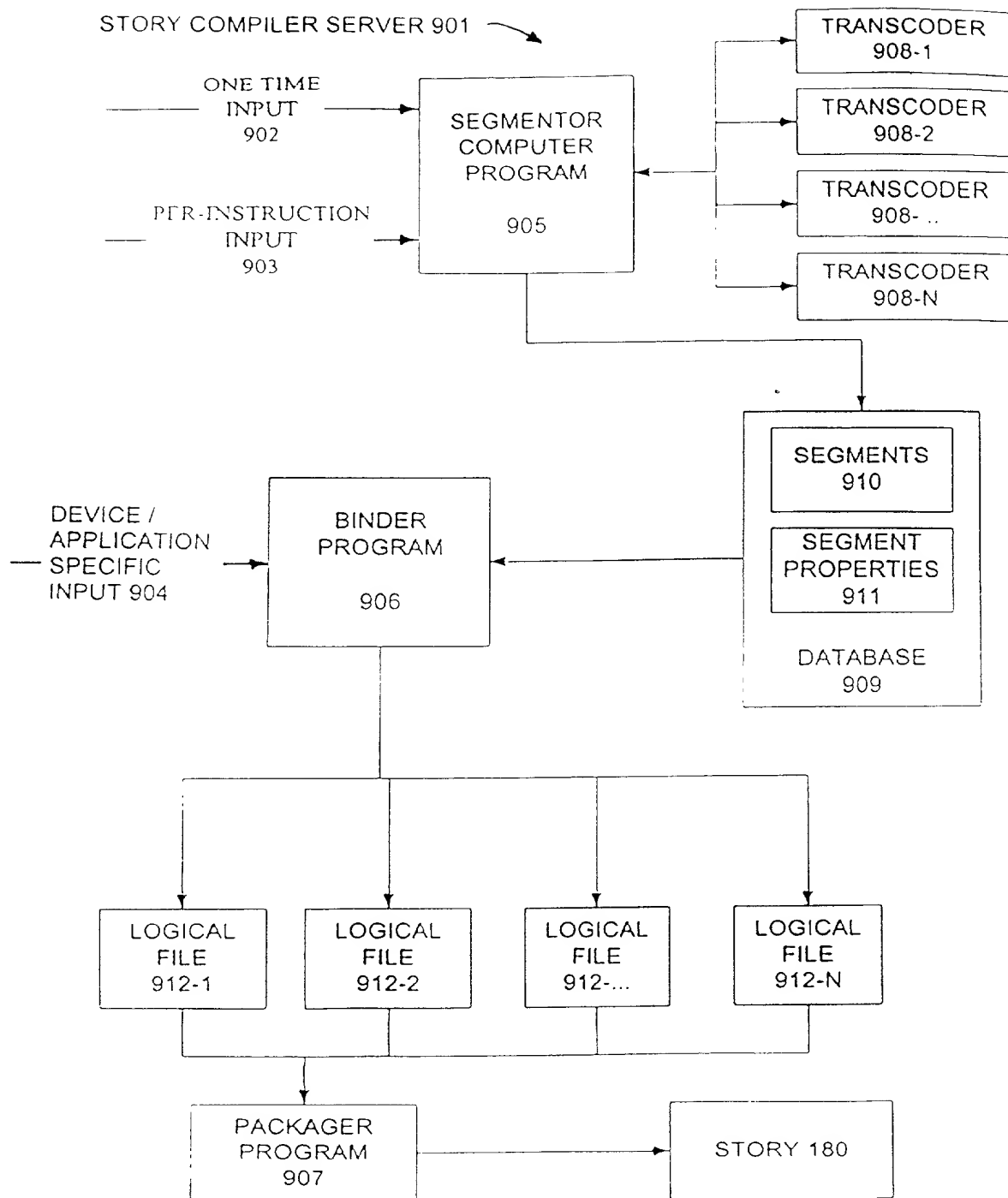


FIG. 8

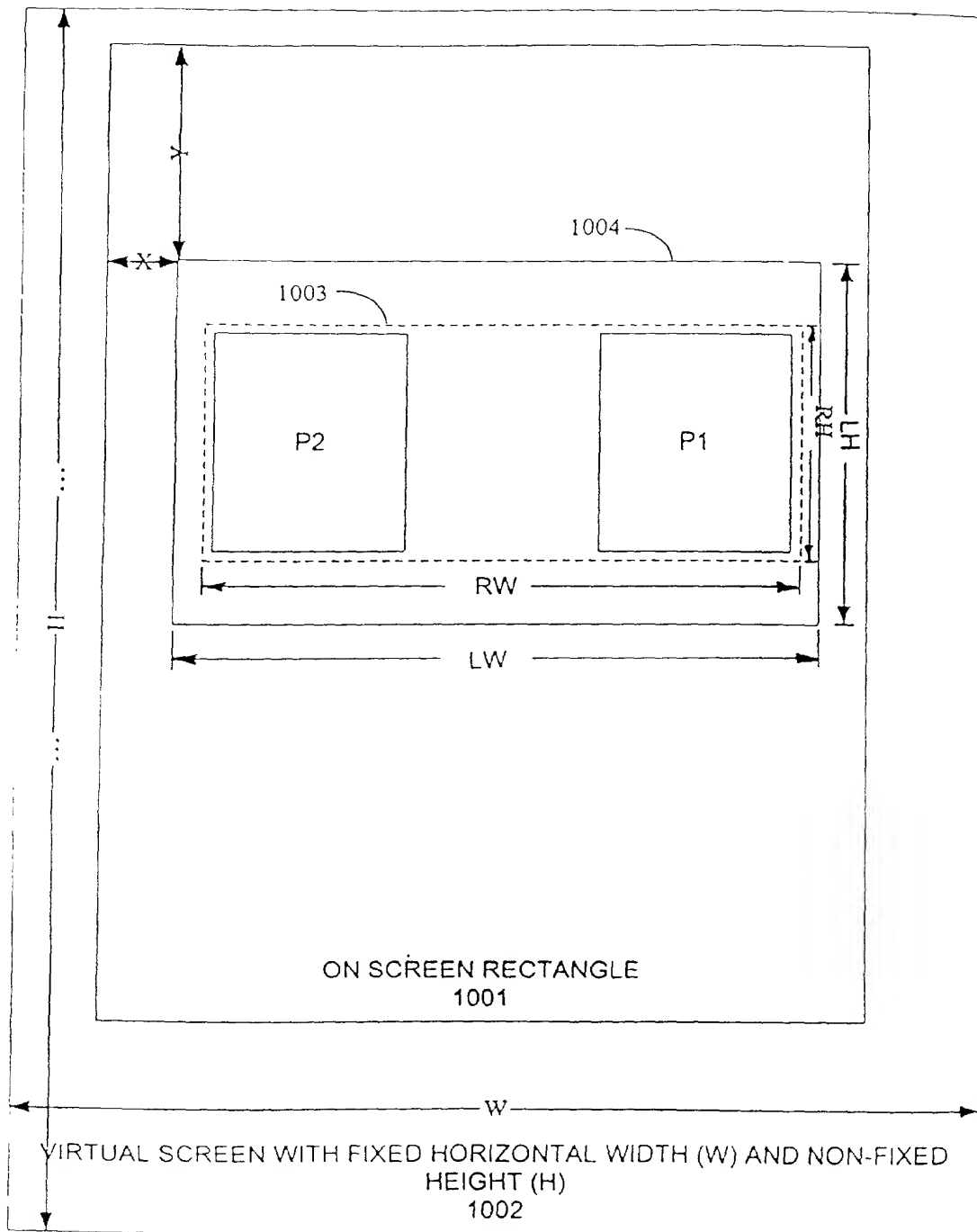


FIG. 9



FIG. 10

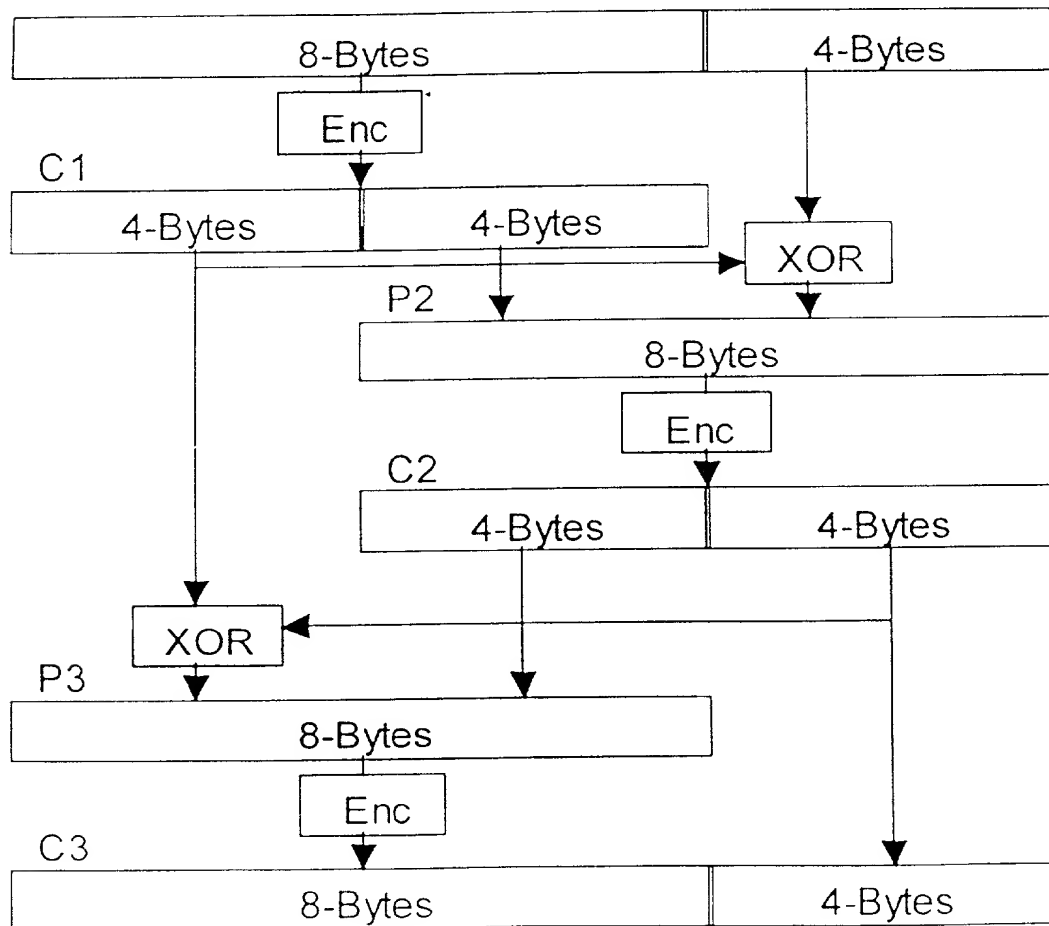


FIG. 11